

25 Cents

# The Billboard

The World's Foremost Amusement Weekly

MAY 16, 1942

Vol. 54. No. 20



HENRI RENE  
And His Musette  
Orchestra

"STANDARD" RECORDING  
ARTISTS



# CAB

HI-DE-HO

**RADIO**  
Cab Calloway's Quizzicale, Coast to Coast, Blue Network, Wednesdays, 9:30-10 p.m. E.W.T. ★

HI-DE-HO

# CALLOWAY

## Scores on all Fronts!

### THEATRES

One of the nation's foremost stage attractions. Appearing annually in all of the leading theatres from coast to coast. A sure fire box-office bet!

### HOTELS AND CAFES

SHERMAN HOTEL, Chicago; KENMORE HOTEL, Albany, N.Y.; LOOKOUT HOUSE, Cincinnati; VALLEY DALE, Columbus, Ohio; MEADOW-BROOK, Cedar Grove, N.J. Heading westward to CASA MANANA, Culver City, Calif. for six weeks beginning July 9.

### RECORDS

Exclusive Okeh recording artist. "Blues in the Night" and "Nain Nain," recent releases rated orchids from Walter Winchell!



Management: Irving Mills, 1619 Broadway, New York City

















Conducted by PAUL ACKERMAN—Communications to 1564 Broadway, New York City

## Blue Network Sets Standards for Spy Scripts; NBC May Loosen Up

NEW YORK, May 2.—Rite Network and possibly the National Broadcasting Company are looking up and taking advice dealing with espionage and sabotage threats. Not of standards for such programs on the Rite was formulated this week by Dorothy Ann Donahue, Rite's continuity compliance editor. First Rite program to incorporate a spy theme was *After John Ford*.

In setting the deadline, Rite net execs feel that the Rite, thru radio programs, will be able to make the listening audience most conscious of the dangers of espionage and fifth columnists.



## Now CBS wins awards for icing, too

WE're used to getting scrolls and medals for our programs—that's our regular business. But here we are getting awards for promotion and publicity support we give our clients' programs!

In Billboard's Annual Radio Exploitation Survey, CBS was first among all networks—and CBS was first again in the Billboard Publicity Survey.

What Billboard calls exploitation, however, we call program promotion—a carefully planned campaign to stimulate local interest in sponsored programs. It's part of the service that CBS stations voluntarily give to clients—something not called for in contracts—just icing on the cake.

All of which indicates that there's much more to our network than studios, "airies" and antennas... that our clients get much more than time.

Moreover, four individual Billboard awards were made to CBS stations:

WEEI, Boston, first place among regional stations for program exploitation; second place to KXZ, Denver.

KNX, Los Angeles, first place for outstanding exploitation idea of the year.

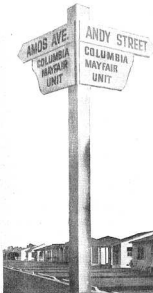
WHDG, Greensboro, N. C., first place for outstanding exploitation in the line of civil service.

**Columbia Broadcasting System**



John G. Giff





## "AN INGENIOUS PIECE OF EXPLOITATION WITH LASTING RESULTS" ... Billboard

**BILLBOARD WAS RIGHT!** There are now more than 4900 units in this Columbia Mayfair Defense Housing Project. KNX, 50,000 watts of power—power to influence people and sell goods in Southern California.

**KNX • LOS ANGELES • 50,000 WATTS**

A Division of the Columbia Broadcasting System • Palace Hotel, San Francisco—Columbia Square, Los Angeles • Represented nationally by Radio Sales, New York, Chicago, St. Louis, Charlotte



## Radio-Music Relations Boggled in Uncertainty; ASCAP's NAB Offer; Waxeries Fear BMI Disk Action

NEW YORK, May 8.—Radio-music relations, boggled since in a squabble of uncertainty since the ASCAP-radio fight, may become somewhat clarified in the near future if plans now threatened are successfully put thru. First for the general, the picture is cloudy. Not only is music's relation with the American Society of Composers, Authors and Publishers not as stable as the Society would like it to be, but the transcription and of the music business is in a shambles—with publishers being uneasy, BT requesting widespread heavy expenditures to satisfy all types of licenses and last came hovering on the horizon.

Society's set problem, not only at the NAB confab but for the future, is to sell itself as a friend of the broadcaster, somewhat in the same manner as BMI has been able to do. Important step is desire of the party of law in ASCAP's transgression of a comprehensive radio program service to be given credit to all ASCAP musicians.

ASCAP's radio problem, as seen by current trade observers, lies in the fact that, since it has many ethical licensees, many of those licensees have not taken the ASCAP blanket contract but are just getting along with one of the various other types of contracts the Society offered when the piece was made. A network affiliate, for instance, already receiving ASCAP on the radio, may be content to take out a per program license for local shows—arguing being to two ASCAP music units when necessary, as when a local sponsor demands consideration may take the ASCAP license for maintaining shows only. This is strictly a practical fix, amounting to only \$12 annually if the station's income is not more than \$60,000 annually. Many problems threaten the country are in the new license group, FCC license showing some \$16 still in the red.

ASCAP problem, therefore, is to sell

itself and its music to such an extent that station managers will avail themselves to the blanket license deal. This is going to take a lot of persuasion, because the hand-outed radio men are undoubtedly serving money on some new. One station, for instance, a 50,000 watts, in 1941 (the last year of the old ASCAP 6 per cent contract) spent \$11,000 for music. Since it has renewed some ASCAP, it has had a credit cost of only \$12,000. There are other illustrations.

Use of a blanket license by the stations would correct this situation from the ASCAP viewpoint, and would do a long way toward filling the Society's coffers.

While ASCAP struggles with the problem of creating unity between the Society and radio men, the other performing right agencies have become more firmly established. They are all at the NAB session to give their own particular pitch. BMI has advanced to the point where it now has 250 licensees, 100 more than last year. This is essentially the entire industry. BMI has about 700.

### Was Was

Situation with regard to transcription is very uncertain, and may be clarified at the NAB convention. Labor disputing factor is the outcome of May 15. This is the expiration date of the agreement whereby BMI permitted non-BMI stations to use BMI music on transcription service license. BMI, in its early days, made this deal with non-composers because the company felt the necessity of getting every possible plug; but since it now is a sufficiently strong position to demand licensees wherever and whenever it needs it, BMI is about to discontinue all the NAB. Meanwhile, the war companies are fearful that, if BMI demands such license, the result will (see Radio-Music Relations on opp. page)

## Program Reviews

EWT Unless Otherwise Indicated

### Nelson Eddy

Reviewed Friday, 8-3:30 p.m., Style—Singing. Sources—Old Gold Cigarettes, Agency—1. Walter Thompson, Station—WABC (New York, CBS).

Nelson Eddy is a most serious young man in this series. The second element of this show depicted him as one taking his singing in earnest despite the high backing of his friend, who provided the sole departure from the extreme gravity of the situation.

Eddy's show all the way thru, the warbler singing no less than six numbers aside from the opening and closing tunes. There is little time for anything else. The show was written in only two numbers, as background for Eddy, and Robert Anderson's act did only one tight number piece.

The indirectness of the other components of the show doesn't tend to give the drama much variety. Plus two numbers indicate that experimentation is still going on with the format.

However, Eddy's personal draw and admirable voice will account for a stable audience.

Billy provides much interest with a dignified account of the piece. While Gurney's bookish is a good example, it isn't enough to provide variety.

Joe Cohen.

### "The Jewel Cowsboys"

Reviewed Monday, 8:15-8:45 a.m., CWT, Style—Dramatized and vocal. Source—Swift & Company, Station—WRIC (local special regional network).

The Jewel Cowboys, starting their sixth year with Swift & Company playing Jewel shows and their daily show on WRIC, have become much more than a Western cowboy band. Program might include Spanish, modern pop,

sports dance and semi-classical tunes as well as two Westerns.

Proctor is covered by "Reading Mail" Thompson, who keeps it moving along at a rapid pace and is quick to turn out released one into a laugh. "Slim" Hall, the original Jewel Cowboy, does a first-rate job with guitar and vocals, specializing on Westerns, while Don Curtis, "Rock and Mountain, Mexico," is good on his active tunes.

Opening with a theme song playing the prelude, a cooking fat and a salad oil, program serves along briskly for half an hour (three meetings a week, starting the boys three days a week for personal appearances at shows, dances, home shows and other events).

The best plug the product all thru the show and also plug their personal appearances, many of which are sponsored by drive clubs for each advertisement. Show listens well and should continue to sell much more. Ted Johnson.

### "Tune Factory"

Reviewed Tuesday, 3:15-3:45 p.m. (Program runs 1-5 p.m.) Style—Transcriptions, news, parlor. Station—WCAE (Pittsburgh).

To top up the afternoon lag, noticeable since its return from NBC-TV to Mutual, WCAE has fixed up a 30-minute show, primarily music, calculated to win listeners who seek relief from war music. Perhaps the most serious of pop tunes, two-minute selections on the half-hour by local musicians, commentators on the hour by Mutual newsmen, Curtis Parker and Bill and Ethel and parlor songs, etc., between them. It's listenable and offers a wealth of opportunities for commercial spots. However, for the station, are already looking ahead to announcements into the period. There is only two weeks left. Frank.































































WEEK ENDING  
MAY 8, 1942

# The Billboard MUSIC POPULARITY CHART

## SONGS WITH MOST RADIO PLUGS

The following are the 25 leading songs on the basis of the largest number of radio plugs, from May 8, 1942, to May 15, 1942, as reported by the radio stations. The songs are arranged in alphabetical order by title. The number of plugs is shown in parentheses.

Position	Title	Artist	Plugs
1	1. DON'T GET UNDER THE APPLE TREE	Stetson	36
2	2. SLEEPY LAGOON	Chapell	35
3	3. ME AND MY MILDRED	Belle	32
4	4. SHE'LL ALWAYS REMEMBER...	Wynick	32
5	5. MY LARK	Marlin	22
6	6. JOHNNY BOUCHARDY	Chapell	22
7	7. I'LL PLAY FOR YOU	Rene	20
8	8. ONE BOHEM BOSS	Fennell	19
9	9. BREATHERS	Campbell-Lath-Bryce	18
10	10. NIGHTINGALE	Maki	17
11	11. KING ME A KING OF THE ISLANDS (P)	Regina-Pass-Care	17
12	12. SOMEBODY ELSE IS TAKING MY PLACE	Stetson	17
13	13. ALWAYS IN MY HEART (P)	Smith	16
14	14. I DON'T WANT TO WALK WITHOUT YOU (P)	Fennell	16
15	15. JERRY BOUCE	Low	16
16	16. LAST NIGHT I SAID A PRAYER...	Wynick	16
17	17. MOONLIGHT COCKTAIL	Wynick	16
18	18. A STRING OF PEARLS	Maki	16
19	19. TANGIERE (P)	Fennell	16
20	20. ROLL MEON	Smith	16
21	21. HAPPY ME LOVE (P)	Fennell	16
22	22. I REMEMBER YOU (P)	Fennell	16
23	23. MEMORY OF THIS RANG	Maki	16
24	24. WHO WOULDN'T LOVE YOU...	Low	16
25	25. BE BRAVE, BE BRAVE	Low	16
26	26. DON'T MINE (P)	Fennell	16
27	27. THREE LITTLE STORIES (P)	Stetson	16
28	28. I TREW A KISS IN THE OCEAN, BEYOND	Stetson	16
29	29. MISS YOU	Stetson	16
30	30. SHH, IT'S A MILITARY SECRET...	Courtesy	9

## NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

The following are the 25 leading songs on the basis of the largest number of retail sales, from May 8, 1942, to May 15, 1942, as reported by the record stores. The songs are arranged in alphabetical order by title. The number of sales is shown in parentheses.

Position	Title	Artist	Sales
1	1. TANGIERE	Stetson	36
2	2. SLEEPY LAGOON	Chapell	35
3	3. ME AND MY MILDRED	Belle	32
4	4. SHE'LL ALWAYS REMEMBER...	Wynick	32
5	5. MY LARK	Marlin	22
6	6. JOHNNY BOUCHARDY	Chapell	22
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14	14. I DON'T WANT TO WALK WITHOUT YOU (P)	Fennell	16
15	15. JERRY BOUCE	Low	16
16	16. LAST NIGHT I SAID A PRAYER...	Wynick	16
17	17. MOONLIGHT COCKTAIL	Wynick	16
18	18. A STRING OF PEARLS	Maki	16
19	19. TANGIERE (P)	Fennell	16
20	20. ROLL MEON	Smith	16
21	21. HAPPY ME LOVE (P)	Fennell	16
22	22. I REMEMBER YOU (P)	Fennell	16
23	23. MEMORY OF THIS RANG	Maki	16
24	24. WHO WOULDN'T LOVE YOU...	Low	16
25	25. BE BRAVE, BE BRAVE	Low	16

## NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

The following are the 25 leading songs on the basis of the largest number of sheet music sales, from May 8, 1942, to May 15, 1942, as reported by the sheet music stores. The songs are arranged in alphabetical order by title. The number of sales is shown in parentheses.

Position	Title	Artist	Sales
1	1. TANGIERE	Stetson	36
2	2. SLEEPY LAGOON	Chapell	35
3	3. ME AND MY MILDRED	Belle	32
4	4. SHE'LL ALWAYS REMEMBER...	Wynick	32
5	5. MY LARK	Marlin	22
6	6. JOHNNY BOUCHARDY	Chapell	22
7	7. I'LL PLAY FOR YOU	Rene	20
8	8. ONE BOHEM BOSS	Fennell	19
9	9. BREATHERS	Campbell-Lath-Bryce	18
10	10. NIGHTINGALE	Maki	17
11	11. KING ME A KING OF THE ISLANDS (P)	Regina-Pass-Care	17
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14	14. I DON'T WANT TO WALK WITHOUT YOU (P)	Fennell	16
15	15. JERRY BOUCE	Low	16
16	16. LAST NIGHT I SAID A PRAYER...	Wynick	16
17	17. MOONLIGHT COCKTAIL	Wynick	16
18	18. A STRING OF PEARLS	Maki	16
19	19. TANGIERE (P)	Fennell	16
20	20. ROLL MEON	Smith	16
21	21. HAPPY ME LOVE (P)	Fennell	16
22	22. I REMEMBER YOU (P)	Fennell	16
23	23. MEMORY OF THIS RANG	Maki	16
24	24. WHO WOULDN'T LOVE YOU...	Low	16
25	25. BE BRAVE, BE BRAVE	Low	16

## LEADING MUSIC MACHINE RECORDS

The following are the 25 leading songs on the basis of the largest number of machine record sales, from May 8, 1942, to May 15, 1942, as reported by the machine record stores. The songs are arranged in alphabetical order by title. The number of sales is shown in parentheses.

Position	Title	Artist	Sales
1	1. TANGIERE	Stetson	36
2	2. SLEEPY LAGOON	Chapell	35
3	3. ME AND MY MILDRED	Belle	32
4	4. SHE'LL ALWAYS REMEMBER...	Wynick	32
5	5. MY LARK	Marlin	22
6	6. JOHNNY BOUCHARDY	Chapell	22
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9	9. BREATHERS	Campbell-Lath-Bryce	18
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11	11. KING ME A KING OF THE ISLANDS (P)	Regina-Pass-Care	17
12	12. SOMEBODY ELSE IS TAKING MY PLACE	Stetson	17
13	13. ALWAYS IN MY HEART (P)	Smith	16
14	14. I DON'T WANT TO WALK WITHOUT YOU (P)	Fennell	16
15	15. JERRY BOUCE	Low	16
16	16. LAST NIGHT I SAID A PRAYER...	Wynick	16
17	17. MOONLIGHT COCKTAIL	Wynick	16
18	18. A STRING OF PEARLS	Maki	16
19	19. TANGIERE (P)	Fennell	16
20	20. ROLL MEON	Smith	16
21	21. HAPPY ME LOVE (P)	Fennell	16
22	22. I REMEMBER YOU (P)	Fennell	16
23	23. MEMORY OF THIS RANG	Maki	16
24	24. WHO WOULDN'T LOVE YOU...	Low	16
25	25. BE BRAVE, BE BRAVE	Low	16



## Music Items

### Publishers and People

**ALAN COUNTRYMAN** is publishing *Music de France*, by Harry Doren, Joseph Doren, Fred Doren, by Jimmy Doren, Lou Doren and George Doren, successor of 250 all-signa song.

**Jack Miller** of *Music de France* is publishing *Music de France*, by Harry Doren, Joseph Doren, Fred Doren, by Jimmy Doren, Lou Doren and George Doren, successor of 250 all-signa song.

**Bob Lissner** leaves for the army around July 1. Meanwhile, he and Louis Lissner are working on *Music de France*, by Harry Doren, Joseph Doren, Fred Doren, by Jimmy Doren, Lou Doren and George Doren, successor of 250 all-signa song.

**Mary Buck** has joined *Music de France* as professional manager. He will go to work immediately on *Music de France*.

**Ray Howard**, publisher who recently closed at *Music de France*, has now moved to New York with *Music de France*, by Harry Doren, Joseph Doren, Fred Doren, by Jimmy Doren, Lou Doren and George Doren, successor of 250 all-signa song.

**Allen Ray's** *Music de France* is publishing the much-titled of "What Did the South of a Million," by Lou Doren and J. Fred Goss.

**THAT OLD HAWAIIAN BELLS** in *THE TALLEY*, by Louis O'Connell and

**Don Gibson**, has been taken by *Music de France*, by Harry Doren, Joseph Doren, Fred Doren, by Jimmy Doren, Lou Doren and George Doren, successor of 250 all-signa song.

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## Disks Bigger Force Than Ever On Campus, College Poll Shows

**NEW YORK, May 9.**—In the questionnaire sent out to the colleges this year for *The National Fifth Annual College Music Poll*, four pertinent questions were directed at the campus editors which dealt directly with the sales. Over 90 per cent of the 134 colleges participating reported having the latest addition to the pop band lists of the student bodies.

Survey asked: (1) How important are phone records in negotiating dance orchestras among the student body? (2) Do records play a part in social life of students to play for your campus? (3) Does your record store a record or record department? and (4) Have records helped after campus sales in the past? In answering the first question, many of the campus poll position said that the sales were the only contact that the students had with the big music. Much of this contact was at corner "cigar hawks" where an extensive phone outfit the students' records. Many colleges mentioned too, the fact that records were prohibited on the campus by several states. Where records were available, it was also reported that the student sales were fairly with the students.

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When given this same answer, in a few cases the disks completely replaced the ark, school holding a "joke box."

One half of the 134 colleges polled had their record collections in the music papers or magazines. This fact also shows the influence when the phone sales have started over the college years.

Questions about what was reported that the disks had much to do with social life of students to play for your campus. Several editors pointed out the fact that the college years were more dominating in their record lists in a matter of building their collective taste to the disks.

### Shades of Carrie Nation

**PROVIDENCE, May 9.**—Bill to permit Sunday afternoon and evening dancing in Rhode Island is being vetoed by Gov. J. Howard McGee, after passing both houses of the Rhode Island legislature.

McGee revealed that his action was prompted by pressure from various business groups. He is expected to veto the bill, which was designed to provide additional recreational opportunities for persons, an 40-hour weekend break, and that the legislature would have been to lead the nation in such legislation.

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## Waring Waves Olive Branch at Phono Ops—Disk Jocks Duck

**NEW YORK, May 9.**—Fred Waring, who has been told to make himself to be a "warring" disk jockey, will tell the tale of his platoon by releasing records to be played on the radio. Waring, who has been told to make himself to be a "warring" disk jockey, will tell the tale of his platoon by releasing records to be played on the radio.

This announcement, which is one of the most recent of Waring's, will tell the tale of his platoon by releasing records to be played on the radio.

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have played Waring's record *Dance* on the radio. Waring, who has been told to make himself to be a "warring" disk jockey, will tell the tale of his platoon by releasing records to be played on the radio.

For 13 years, by Waring's record, he has been told to make himself to be a "warring" disk jockey, will tell the tale of his platoon by releasing records to be played on the radio.

Waring's contract with Decca embodied a provision that the disks must be sent for private use only, with the understanding that all licensing rights for other uses were assigned to Decca.

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## DORANE MUSIC PUBLISHING CO.

### ANNOUNCES

## BERT

has joined our Music Organization as Professional Manager

per: Peter Doraine

DORANE MUSIC PUB. CO.

1619 BROADWAY, N. Y. C.

our big tune

## "MY LITTLE COUSIN"

### Doraine's \$202,005 Profit

**NEW YORK, May 9.**—Doraine Doraine, 36, made a net profit of \$202,005 for the first three months of 1942, after deducting all charges, including \$24,225 for estimated taxes. Net profits were \$202,005 for the first three months of 1942, after deducting all charges, including \$24,225 for estimated taxes.

### Change of Times

**PHILADELPHIA, May 9.**—In keeping with the times, recordists are turning out a new type of record. The new type of record is a 10-inch record, which is a new type of record. The new type of record is a 10-inch record, which is a new type of record.







# GLENN MILLER

AND HIS ORCHESTRA

*America's*  
**NUMBER**

**1**



**Thanks** to our campus friends for voting us their number one band for the third consecutive year by an overwhelming majority.

Personal Management  
**DON W. HAYNES**  
380 Building, New York

**BAND**  
*in the*  
**COLLEGES**



# GLENN MILLER

AND HIS ORCHESTRA

*America's*  
**NUMBER**

1



**MOONLIGHT SERENADE**  
For **CHESTERFIELD**

7:15 to 7:30 p.m. EWT. Tuesday, Wednesday and Thursday.  
Via CBS.

*Third Consecutive Year*  
*America's Favorite Dance Program*  
**SUNSET SERENADE**

5 to 6 p.m. EWT. Saturday. Via Mutual Network.  
Favorite program with the men in Uncle Sam's fighting forces;  
in Army Camps, Naval and Air Training Stations.

Personal Manager  
**DON W. MAYNES**  
BKO Building, New York

**BAND**

*On the* **AIR**



# GLENN MILLER

AND HIS ORCHESTRA

*America's*  
**NUMBER**

1



**Biggest Grosses in Band History—  
EVERYWHERE!**

**HOTEL SHERMAN**

Chicago Opening July 7

**HOTEL PENNSYLVANIA**

New York Opening October 5

**4th Return Engagement!**

Personal Manager  
**DON W. HAYNES**  
RKO Building, New York

**BAND**  
**in HOTELS**  
**THEATRES**  
**and ONE-NIGHTERS**



# GLENN MILLER

AND HIS ORCHESTRA

*America's*  
**NUMBER**



**SUN VALLEY SERENADE**

Top Musical of 1941!

**ORCHESTRA WIFE**

Now in Production

For 20th-Century-Fox

Personal Management

**DON W. HAYNES**

ERD Building, New York

**BAND**  
*on the*  
**SCREEN**



# GLENN MILLER

AND HIS ORCHESTRA

*America's*  
**NUMBER**

# 1



Over  
**6,000,000**  
Records Sold in the Past Year—  
A Record in Records!

Personal Management  
**DON W. HAYNES**  
850 Building, New York

**BAND**  
*on*  
**VICTOR RECORDS**































































# NEXT WEEK...

## ... the big SUMMER SPECIAL goes to press!

The earlier date this year, May 30, will make the Summer Special more timely, reaching prospective buyers at the height of the buying season . . . just when they are placing orders for the thousand and one things they will need . . . equipment, supplies, merchandise, necessities they must have to carry on for the next few months.

### DON'T MISS THIS IMPORTANT ISSUE

Advertise in the Summer Special . . . get your share of the business. Be represented in this big catalog-type edition . . . the issue everyone will refer to for information about where to buy. Increased distribution assures a profit on your advertisement.

### MAIL YOUR COPY TODAY FORMS START TO PRESS MAY 20

THE BILLBOARD PUBLISHING COMPANY  
25 OPERA PLACE CINCINNATI, O.



## LAST CALL

All advertising requiring position in particular departments must be in Cincinnati by Wednesday, May 20.

**LAST FORM CLOSES MAY 23**





































































































# Coin Machines

AMUSEMENT... MUSIC... VENDING... SERVICE

*A Department for Operators, Jobbers, Distributors and Manufacturers*

WALTER W. HURD, Editor  
The Billboard, 442 West 34th St., 132 N. Clark St.,  
Chicago, Ill.

## Peace Offensive

Every loyal American should make it his business this summer to help offset the peace offensive which the Axis powers already seem to have under way. Every American is being called upon to do many things to help win the war, but he can help fight the peace offensive without making any great sacrifice.

The first thing, of course, is not to be taken in by the peace propaganda. Due warning has been given to everybody that propaganda plays a major part in this present war and it will continue to be a powerful weapon for the Axis powers. It is likely that the peace propaganda campaign is the greatest single play that the enemy can make this summer, and for that reason we all need to be on guard against it personally.

The peace propaganda originating with the Axis powers is well calculated to give people in the democracies an overdose of optimism. Already people are talking that the war will be over in 90 days, or that it will end before the year is over, and so on. The peace talk was evidently started to give people just that kind of over-confidence while the Axis powers make ready for their heaviest military drives this summer.

It is natural to hope that the war will be over this year, and yet it is dangerous to be lulled by peace propaganda into over-confidence. If Russia and England hold against any offensive move by Hitler this summer, then it will be safe to feel that victory is in sight for the United Nations. But even when Hitler is defeated, it should be kept in mind that the Japs have already made such gains that it will take considerable fighting to put them back in their place. The sensible view to take is that there will be a lot of fighting to do yet.

The peace offensive is also intended to slow up American production of war materials. The United States is really just getting started on turning out war materials in full swing, and that start is beginning to show up on all battle fronts. If the Axis powers can start any propaganda move that will slow up that production, they will have gained a real victory. The peace offensive is very dangerous to the Allies from the very fact that it may slow up our production pace. In order to maintain our production pace,

it will be necessary for every citizen to make a lot of sacrifices. But if we become over-confident, it is to be expected there will be a general letting down all along the line.

The American public is upset in many ways at the present time, due to the many shifts and changes that have been made recently in order to get the production of war materials going at a high rate. At such times there is naturally a lot of complaining, and a good many people get an uneven break in the changes that are made. The Axis powers know this all too well, they know the American and English habit of complaining and criticizing leaders, and their peace campaign is well timed to capitalize on this.



America's warrented production working to bring about the end of the war, (caption from The Chicago Tribune.)

The most dangerous point about the peace offensive is that it will again arouse those with pacifist or isolationist hopes, so that the democratic nations will again be subjected to division and strife right at home. The peace offensive is well calculated to appeal to the partisan opposition in the United States, Canada and England, and to this stir up all the obstacles that the political parties can put in the way of those leaders now in office. The Axis powers are not fools when it comes to putting their finger on the real danger spot in the United States and England. They

know full well that too many people still love their party more than their country, and this peace offensive is intended to stir up as much party strife as possible.

Unfortunately, the peace offensive is also well aimed at millions of people in the churches who have dreams of a world at peace and would almost be willing to give Hitler what he wants for his promise not to disturb them any more.

The militarists stopped the war before when they wanted to. Probably 80 per cent of us who were in France felt it would be necessary to fight again. And sure enough, in our lifetime, the militarists are at it again. There is only one peace this time—complete defeat of the Axis powers and the swift execution of thousands of the leaders in these countries that have a militarist cult.

We as Americans are being called upon to make many sacrifices to help win the war. We can help fight the peace offensive without much sacrifice. Don't be taken in by it, and try to keep your neighbor from being taken in by it.











house and a ball game reader, and intended by licensed sale.

From 1936, here at First Johnson's candy shop, has caused thousands would be taken in the public eye for nearly five his romance with John, who works in the candy shop and after the crowd situation, from the style, "It's just as easy to talk to John as to the just his whole life works in to see the school is a shame and not get any made with it." But now she has the year of his beloved ones out of the candy has to thought she was made it and tried to say it out of the place.

The University Avenue, a Chicago sales place, recently carried a picture of a girl, apparently learning a guitar, and a later box, for which he received four awarded attention and a student War Group as a live girl. Helen J. Dunbar, the operator, is used to being introduced this day, when the city's police force would be revealed to help the government War Savings Stamp campaign.



EAT (TORONTO) PICTOR LISTENING to a play back of her audience recording this the old glory Model 500 Singing Picture, manufactured by The Radio Products Company, at the office of the club, 3000a Broadway Company, 1941

## Gas Shortage Is Cause of 50 Pct. Cut in 17 States

WASHINGTON, May 16.—Gasoline consumption in the West will be about 64 per cent below normal starting May 15, the War Production Board has announced. This means that many of the area's 16,000,000 motorists probably will get as little as five or six gallons a week. The reduction becomes effective the day the 17 States and District of Columbia which comprise the area begin rationing cars.

While the overall curtailment will be one-half, rationed amounts explained that it is not an equal curtailment of automobiles about 80 per cent, since necessary vehicles will continue to receive their full requirements.

### Aims "National Resonance"

The WPA action, before war rationing of Petroleum in the Oklahoma State Oil, more shortly after Joseph H. Rusk, defense transportation director, declared "every owner of a motor vehicle in public or private service should realize that he alone can reduce to zero for the national war effort and thus it should be used for purposes of necessity." He said this applies to the whole country, not merely to the West.

Rusk's statement, issued in connection with the problem of a situation to rationing shipping law, points out all motor vehicles, except those that the motor vehicle is a "grave vehicle."

### See No Shortage of Cars

He did not imply his remarks that automobiles and cars are a "national and not a private resource," but rather that of defense transportation rationing and it was "nearly rationed" and not an empty federal requisitioning of vehicles, cars or taxis.

Goodman with the question

## NOTICE TO OPERATORS

IN MISSOURI, KANSAS AND SOUTHERN ILLINOIS  
**DON'T WAIT!**  
BUY NOW WHILE YOUR  
**SEEBURG DISTRIBUTOR**  
HAS NEW EQUIPMENT AVAILABLE.

We have never stopped offering LIBERAL TRADE-IN ALLOWANCES.

### ORDER TODAY

**W. B. CO., INC.**  
ROYALTY

911 Broadway 1940 Wabasha Road  
Kansas City, Mo. St. Louis, Mo.

order, WPA director said deliveries of light fuel oil also are reduced by 50 per cent below last year, beginning May 15 in the same area. This was the first step in fuel oil, used for home heating. The order applies to deliveries to suppliers.

Oregon and Washington, already cut allocations below normal, were not included in order.

On May 16, WPA explained, the Office of Price Administration will place in effect a temporary emergency gasoline card rationing plan in the West, which will remain in effect until July 1, when a more elaborate rationing program will go into operation. Officials declined to give any hint as to the possible rationing for such supplies under the card system.

## Clarification on Toys

WASHINGTON, May 16.—The War Production Board today issued an interpretation to the toy rationing order (42-1) to clarify meaning of the term "toy rationed toys."

The interpretation states that certain material, the use of which is restricted in the order, is considered to be in restricted form where it has not been fabricated or processed for use in toys or games or parts, but, in such cases that it can be fabricated or processed for use in any other product.

**WANTED FOR CASH**  
USED  
**Personal Weighing Scales**  
Cook for Scale Rooms in New England.  
**AUTOMATIC COIN MACHINE CORP.**  
110 Chestnut St., Springfield, Mass.

**WANTED TO BUY:**  
**PIN BALL GAMES—ALL TYPES**  
FOR SALE  
TEN STRIKE ..... \$ 60.00  
SEEBURG MAJOR RACES ..... 269.50  
Feed Durr, 50 Marshall Ave.,  
Lynbrook, Long Island, N. Y.

## IMPORTANT

Complete Address of

**MOSELEY VENDING MACHINE EXCHANGE, Inc.**

**500 BROAD ST., RICHMOND, VA.**

Day Phone 3-4511

Night Phone 5-5328

The address in their half page ad on Page 97 of this issue is incomplete



Operators, here is the most novel baseball refreshment ever designed. It is small, compact, colorful, round (18" diameter) and looks just like a baseball. While for our reasonably low price for this refreshing game. Good completion possible.

"BIG LEAGUE"  
Round table in 100 Sales @ \$2.00  
Total Payable ..... \$200.00  
PROFIT (average) ..... \$100.00

ORDER TODAY  
We will keep in stock information and send upon request.

**Gay Games INCORPORATED**  
Music & Games

**FOR SALE**  
**20 PANORAMS**  
Entire Lot or Any Part of Lot  
**\$500.00 Each**

Write BOX D-219, Care The Billboard, Cincinnati, O.

America is in a state of emergency. Every citizen is urged to do his part by buying War Savings Bonds and Stamps.

**"TO HELL WITH THE JAPS"**  
Genuine champagne with a taste to truly satisfy. Contains 100% pure champagne. No other champagne can be compared to it. Buy it now to enjoy it later. Buy it now to enjoy it later. Buy it now to enjoy it later.

**SPECIAL OFFER**  
BOTTLE \$5.00—ADDITIONAL SET \$1.00  
SAMPLE FOR ONLY \$5.00 (Specify Machine)

THANKS—CALL WITH ORDER. OFFER EXPIRES JUNE 1.

**THE BEVERATOR COMPANY**  
CINCINNATI, OHIO, U. S. A.

**THERE'S ALWAYS A BETTER BUY AT "LEHIGH"**  
HI HAND ..... \$125.00 1940 1-2-3 ..... \$79.50  
SUPER BILL ..... 105.00 OWL ..... 79.50  
WE HAVE BUY HOCKEY, CANY, TEN STRIKE, TEXAS LEAGUE AND WESTERN BASEBALL.  
By Dequay, Buffalo, C. O. S.  
**LEHIGH SPECIALTY CO.** AND A GREEN STG. PHILADELPHIA, PA.















## A SOCK HIT IF THERE EVER WAS ONE!



# Kate Smith's ONE DOZEN ROSES

COLUMBIA 36577 backed by A SOLDIER DREAMS (OF YOU TONIGHT)

And here's another sock record by  
sister's singbird — COLUMBIA 36587

## WE'LL MEET AGAIN

... pay a tribute to the stars, but straight-  
forward style gives a most sympathetic im-  
pression. — The Billboard. Backed by THREE  
AND KEVIN TO CROSS.

Kate Smith on the air — CBS every Friday,  
8:30-9:30 p.m. Eastern Time, sponsored by  
Kodak and Sun. For a full  
program, see Radio Set at 18. Midwest,  
Eastern Time.

Personal Management Ted Collins

## TALENT and TUNES ON MUSIC MACHINES

A survey of music popularity for phonograph records. The Billboard's Record Index  
and Tunes Department is based on the fact that in America each year

By HAROLD HUMPHREY

### News Notes

Many new phonograph records have gone on a sort of "refining of service" back to record stores, especially in the Eastern States. Records shopped, less reflecting and the current deliveries caused by the shuffling arrangements have all been collected to the speakers' waiting down on the average number of service calls made

to each location. Too, if any, complaints have been forthcoming from local customers, speakers or, because everyone understands the reason.

Harry James grabbed off the honor of being the last head on the Casa-Cala "Starlight Band" at the show, which ended Saturday 12. He was awarded a special plaque because his band not only was the top winner for the week in disk sales but had also pulled down more Saturday night than any other. Score in all: — Benny Goodman is conducting his own pack. Maundy sent out bulletin last week to male and radio editors, asking them to note that one-two-three choices for the most popular record program on New York radio stations. Without fail will add a "Benny Goodman Floor" . . . Offshoot of the Service's latest singing went to Washington early this month to see if they could get the War Production Board to modify the shuffling restrictions, but it was no go. . . Based on the success of Fidelity, Powell and Glenn Miller held at the RCA Victor studios last the month's selling just two times each. Four to its credit.

— Freddy Martin's first album will be coming out next. It will contain eight sides, growing off the momentum of "The Henderson Solo." . . The American Federation of Musicians is now preparing for its annual convention, which is to be held next month in Dallas. Reporting to-day was being received in connection from university recordings, but with the disk industry in the throes of conversion to the new 33 1/3 rpm may have to pass that up until better times.

### Territorial Favorites

DISCOPOLITAN is a 144 of reports from operators in various sections of the country who have mentioned titles and records as local favorites in addition to

the national leaders listed in the Record Buying Guide.

### CHICAGO:

The Don't Wanna, Onie Tucker.

A very timely disk is starting to find plenty of top space on radio phonograph records. The "Thunder" band has a large following in these parts because of its long service here in various ballrooms and night spots. This current addition to enjoying their local popularity no doubt.

### INDIANAPOLIS:

Little Be Peep Look Her Jeep. Horace Heidt.

In typical ticket fashion, this month takes its thematic hearings from the trip's jeep laughter. The latest work, from Horace's personality, has already sent the club opening in many residents in this Midwest city, as perhaps it is worth a look aside for operators in other sections of the country.

### SPOKANE:

If You Build a Better Mouse Trap, Jimmy Dorsey.

A picture came from the film The Fleeter to send the Jazzies Indiana in a jolly role. Too, member seems to be popular. As a little more said in this — on the operators of phonograph records, that it is definitely one of the more promising records. The Dorsey name will give it a 275 in the machines, too.

### BRIDGEPORT, CONN.:

I Remember You, Harry James.

Another ballad from the picture The Fleeter to send the Jazzies Indiana in a jolly role. Too, member seems to be popular. As a little more said in this — on the operators of phonograph records, that it is definitely one of the more promising records. The Dorsey name will give it a 275 in the machines, too.

### Note

FOR a comparative study of single territorial record sales over the territory during the week ended May 9 and the week before, under May 2, see the State Popularity Chart in the Music Experts news in this issue.

## COMING UP FAST! "HEAVEN IS MINE AGAIN"

Exclusively on

DECCA No. 4157

by LAWRENCE

# WELK

AND HIS ORCHESTRA

Coupled with

"POET and PEASANT

OVERTURE" (Swing Tempo)

ARMON, Chicago

WEN MUTUAL

NOW

NEW DECCA RELEASES  
NOT GOING STRONG

4157—"Heaven Is Mine Again"  
("You're the One")  
(Frankie Bill Taylor)

4158—"When the Sun Shines Again"  
(Frankie Bill Taylor)  
(Frankie Bill Taylor)

4159—"Poet and Peasant"  
(Frankie Bill Taylor)

4160—"Poet and Peasant"  
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(Frankie Bill Taylor)

4263—"Poet and Peasant"  
(Frankie Bill Taylor)

4264—"Poet and Peasant"  
(Frankie Bill Taylor)

4265—"Poet and Peasant"  
(Frankie Bill Taylor)

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4299—"Poet and Peasant"  
(Frankie Bill Taylor)

4300—"Poet and Peasant"  
(Frankie Bill Taylor)

4301—"Poet and Peasant"  
(Frankie Bill Taylor)

4302—"Poet and Peasant"  
(Frankie Bill Taylor)

4303—"Poet and Peasant"  
(Frankie Bill Taylor)

4304—"Poet and Peasant"  
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4309—"Poet and Peasant"  
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4310—"Poet and Peasant"  
(Frankie Bill Taylor)

4311—"Poet and Peasant"  
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4312—"Poet and Peasant"  
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4313—"Poet and Peasant"  
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4314—"Poet and Peasant"  
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4318—"Poet and Peasant"  
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4319—"Poet and Peasant"  
(Frankie Bill Taylor)

4320—"Poet and Peasant"  
(Frankie Bill Taylor)

4321—"Poet and Peasant"  
(Frankie Bill Taylor)

4322—"Poet and Peasant"  
(Frankie Bill Taylor)

4323—"Poet and Peasant"  
(Frankie Bill Taylor)

4324



Operators!  
Step up  
and meet

"MY  
GAL SAL"

She's bringing you  
the greatest collection  
of nickel-rolling  
records in music  
machine  
history.

Get them  
today!

HERE YOU ARE  
and  
OH THE PITY  
OF IT ALL

Radio Radio... 111440... 1400  
See... 1114... 1400

HERE YOU ARE  
and  
OH THE PITY  
OF IT ALL

Radio Radio... 111440... 1400  
See... 1114... 1400

OH THE PITY OF IT ALL

Radio Radio... 111440... 1400  
See... 1114... 1400

MY GAL SAL and  
ON THE BANKS OF  
THE WABASH

Radio Radio... 111440... 1400  
See... 1114... 1400

MY GAL SAL

Radio Radio... 111440... 1400  
See... 1114... 1400

MY GAL SAL

Radio Radio... 111440... 1400  
See... 1114... 1400

MY GAL SAL

Radio Radio... 111440... 1400  
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MY GAL SAL

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MY GAL SAL

Radio Radio... 111440... 1400  
See... 1114... 1400

MY GAL SAL

Radio Radio... 111440... 1400  
See... 1114... 1400

MY GAL SAL

## RECORD BUYING GUIDE—PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

### POSSIBILITIES

These Records and Songs show indications of becoming future favorites. Operators are advised to purchase these records and songs as early as possible. Some of these releases are from Music Publishers as the relative importance of songs in this category and upon the judgment of The Billboard's Music Department.

DEAR OLD PAL OF MINE SHEP HERBIE (New York) ... Released 11449  
SUN GRAY (New York) ... Released 11449

DEAR OLD PAL OF MINE SHEP HERBIE (New York) ... Released 11449  
SUN GRAY (New York) ... Released 11449

This is a sentimental melody that has been a favorite of the public for many years. The record is a sentimental melody that has been a favorite of the public for many years. The record is a sentimental melody that has been a favorite of the public for many years.

I'M THINKING TONIGHT KING ORBERT ... Released 11449  
OF MY BLUE EYES ... Released 11449

A country tune with a melody and it's got all the songs as played and sung by the band and get into the song. It's got all the songs as played and sung by the band and get into the song. It's got all the songs as played and sung by the band and get into the song.

ON ECHO HILL ... Released 11449  
PINK PINKIE (New York) ... Released 11449

This new ballad melody has been a favorite of the public for many years. The record is a sentimental melody that has been a favorite of the public for many years. The record is a sentimental melody that has been a favorite of the public for many years.

WHEN YOU'RE A LOVING ... Released 11449  
LONG WAY FROM HOME HARRY (New York) ... Released 11449

A ballad melody which has plenty of melody and gets a good treatment from the band. The record is a sentimental melody that has been a favorite of the public for many years. The record is a sentimental melody that has been a favorite of the public for many years.

### THE WEEK'S BEST RELEASES

These Records have the Greatest Chance for Success among the First Week's Releases of the 12 Major Companies. Indications are based upon Commercial rather than Musical Value. These are not definite records, only the opinion of The Billboard's Music Department.

AMERICAN PATROL ... Released 11449  
CLINTON HOLLER ... Released 11449

This grand old march by American, certainly has been a favorite of the public for many years. The record is a sentimental melody that has been a favorite of the public for many years. The record is a sentimental melody that has been a favorite of the public for many years.

OH MY AIR SAID TONY PATTON (New York) ... Released 11449  
WADEEN ... Released 11449

Considering that all the releases of the week are in the same key, it is a good sign that the public is in a good mood. The record is a sentimental melody that has been a favorite of the public for many years. The record is a sentimental melody that has been a favorite of the public for many years.

AT SONYA'S CARE ... Released 11449  
ANDREW HOLLER ... Released 11449

This is a new melody that has been a favorite of the public for many years. The record is a sentimental melody that has been a favorite of the public for many years. The record is a sentimental melody that has been a favorite of the public for many years.

I THREW A KISS IN THE LANE THOMPSON (New York) ... Released 11449  
OCEAN ... Released 11449

This is a new melody that has been a favorite of the public for many years. The record is a sentimental melody that has been a favorite of the public for many years. The record is a sentimental melody that has been a favorite of the public for many years.

LALAPALUA LU ... Released 11449  
DANIEL HOLLER ... Released 11449

This is a new melody that has been a favorite of the public for many years. The record is a sentimental melody that has been a favorite of the public for many years. The record is a sentimental melody that has been a favorite of the public for many years.

Part One

Part One

Part One

Part One

Part One

Part One

Part One

The  
**1**  
No. Tune  
on  
Music Machines  
from  
Coast to Coast!

WHO  
WOULDN'T  
LOVE  
YOU  
Get these  
**3**  
top recordings  
of this hit into  
your machines  
today!

KAY KYSER  
ON  
COLUMBIA 36526  
•  
FREDDY MARTIN  
ON  
BLUEBIRD  
•  
GUY LOMBARDO  
ON  
DECCA

The hottest MONEY-MAKER to hit the Markets in recent months. Stock up NOW!  
**MAESTRO** MUSIC INC.  
6123 Hollywood Boulevard, Hollywood, Calif.

## "MY GAL SAL"

20th Century-Fox's Great  
New Musical  
in TECHNICOLOR

starring  
RITA HAYWORTH  
and VICTOR MATURE

SEE  
20th CENTURY-FOX  
THEATRE LOCAL SHOWS  
START TO SHOW 10:15  
THAT'S THE MONEY FOR YOU





**COLUMBIA'S**  
Best Selling  
Records . . . .

## They're all Smash Hits by **KAY KYSER**



**WHO WOULDN'T LOVE YOU?**  
backed by **HOW DO YOU KNOW IT'S REAL?**

COLUMBIA  
36526

**DON'T SIT UNDER THE APPLE TREE**  
(WITH ANYONE ELSE BUT ME)

COLUMBIA  
36567

**THERE WON'T BE A SHORTAGE OF LOVE**

**ME AND MY MELINDA**  
**JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND**

COLUMBIA  
36558

Here's a tip

as a "dancer" that may have  
not be to be a No. 1 Smash Hit!

**WE'LL MEET  
AGAIN**

by  
Kay Kyser  
and  
his orchestra

These new disk records from the new RKO Kay Kyser Picture "My Favorite Spy" will be favorites with operators everywhere  
**GOT THE MOON IN MY POCKET** backed by **JUST PLAIN LONESOME**

Featured in "Punchlines" and "Week's Best Records" by The Billboard.

Kay Kyser and his orchestra are currently appearing at FRANK BAILEY'S MIDWINTER, Route 23, Pompano Beach, Fla., N. J.

### Minneapolis Report On Record Plight

MINNEAPOLIS, May 3.—The record situation in this city has been coming to a head here, with distributors and operators working to develop out the picture to a point where it is untenable.

Following the government order shutting the use of labels on disks by 70 per cent, operators refused to distribute in this territory and began buying up as many pictures as they could, leaving little left for the operators who had had previous orders of record labels. These records almost closed out. Fresh orders were hurried to the operators.

Recently, however, the situation has straightened out and distributors are beginning to put into effect an exchange system for future production.

Second dealers in the Twin Cities seek to increase earnings and have set up a bar trade scheme of lending for records. Two weeks will be paid for all 10-inch records and 4 cents for all 12-inches.

The P. C. Taylor Company, Victor-Western distributor, is now paying 6

cents a pound for all old records with the exception of laminated and old 10-inch pictures. Effective May 3 the firm is requiring all operators to bring in one pound for every label they have already the firm has accumulated some 16 tons of old records.

At the Borg-Warner Company, Columbia-Corb distributor, there is no complaint that all as yet with reference to trade-in. The firm is paying 6 cents a pound for old records and any operators in accepting out-of-date laminated stock along with new labels. The company started only 10 days ago to buy up all the old record records it can get and has about one and one-half tons of old pictures on hand.

Effective May 15 the Decca Distributing Company requires its operators to bring in one record for every three they buy, allowing 15 cents for 10-inch disks, 3 cents for 12-inches at a straight price of 6 cents a pound. From then the company deal is not yet in effect. Decca's offer said it already has more than five tons of scrap on hand.

The street music trade-in will have on the policy of recycling old records, as most trade-in records operators have been doing in the past, it regarded with mixed reactions by distributors.

### Monahan Distributing Pushes Stress on Service

NEW YORK, May 3.—Monahan Distributing Company plans to stress service to its operators, according to Dave Monahan, who is now vice president of the firm. The partnership between Dave Monahan and Joe Weiss is Monahan and Weiss.

Orin-o-Matic has been dissolved.

Dave will retain Monahan's distribution operation for Monahan. Weisman is an operator, but will operate in parts, supplies and service for some operators, as said. "We will continue to cooperate in the best of our ability," Dave stated, "and I will be happy to enter with operators on any projects that may arise."

## Freddy Martin and his orchestra



HERE'S A  
MACHINE  
THAT'S MAKING  
MONEY!

HERE YOU ARE	I REMEMBER YOU	5
B. No. 11559	B. No. 11426	6
HOW DO I KNOW IT'S REAL?	WHEN THERE'S A BREEZE ON LAKE LOUISE	7
B. No. 11453	B. No. 11437	8
JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND	I LOOK AT HEAVEN WHEN I LOOK AT YOU	
B. No. 11503	B. No. 11487	
HEAVENLY, ISN'T IT?	WHO WOULDN'T LOVE YOU?	
B. No. 11437	See To Be Released	

ON  
**BLUEBIRD RECORDS**

DIRECTOR  
MEMO CORPORATION OF AMERICA



CITIZENS OF MADRID, CALIF., ARE FREQUENT VISITORS to the above Las Vegas Club, Nevada local residence, where they enjoy good service, entertainment and water from a rare mount Washington phonograph. Note balcony at Model 125 Boulevard bar boys conveniently placed in immediate phone play. Installation was made by music merchant Philip Knudsen, Fresno, Calif.















## Cocoa Process Curb on Slate

Lack of ships may cause order to limit processing to 75 per cent

WASHINGTON, May 9.—Transportation difficulties have reduced prospects to such an extent that the War Production Board early next week is expected to limit the processing of cocoa beans, thereby curtailing amounts available for distribution to chocolate manufacturers.

The order probably will reduce the quantity of cocoa to be processed in a given period of time by 25 per cent, it was learned from a source at the WPA board.

Direct supplies of finished cocoa products are considered "adequate" for normal consumption for this year, this source said, pointing out that the order was not making and affect retail stocks for "some time."

### Raffling Cautious Measures

The order will serve as a releasing control device in times when the same may be pertinent. WPA members to control the situation of the war effort, and office orders such as the wholesale distribution of these commodities by 30 and 40 cent quantities.

A WPA information officer reported that the total sales of cocoa beans paid in transactions in the month of April averaged on April 29 amounted to \$10,150,000 pounds. Nearly 100,000 pounds were in transactions reported with \$10,000,000 paid. Consumption was \$10,000,000 pounds to 1941.

### Slide Decline in 1941

A slight decline in imports in 1941 was attributed to lack shipping conditions during the year's end, but 700,000 pounds of cocoa were bought to the United States in 1941. Consumption

totalled 477,000,000 pounds in 1941, or more than 100,000,000 pounds more than in 1940.

Supplies reportedly have dropped badly since United States entry into the war. This factor, combined with heavy war demands for cocoa and chocolate products, has induced the WPA decision to control existing stocks.

Long-term requirements also are expected to have played a determining role in the decision to restrict cocoa bean processing.

## Vending Firm Uses Various Machines In Defense Plants

BALTIMORE, May 8.—Defense plants provide an excellent field for the operation of many and different vending machines, according to H. W. Scherer, Vending Company, Baltimore. "We have equipped the national war production office with vending machines for soda, soft drinks, and other refreshments," Scherer declared.

"We have a lot of other machines," he said, "in addition."

Best sales, according to Scherer, are from candy vending. Candy machines are available in the defense plants, but sales are experienced in defense plants. Machines are used in defense plants and in defense plants at a high point.

Used in hand with candy vending machines is that of gum and soft beverage vending. Most Vending Company machines are of the three-in-one type—gum, soft drink, and soft drink.

Vending is fortunate in reports equipment, by increasing the total in production and availability of such machines, but this project will end in new and greater the necessary equipment for the future.

The cost of maintenance has increased about 10 per cent, which naturally has increased the cost of the operation. This has been overcome by this, however, has been overcome by the increase in the price of the machine.

The fire and gasoline situation is creating some concern to Vending. The company is now working on the problem in order service in keeping with the demands of its operations.

# MEN'S MACHINES

Conducted by MAYNARD L. REUTER

Communications to 135 North Clark Street, Chicago

### A Political Spoil

Via the Mode Box

A new political combination for a candidate to stamp the city without moving out of his chair has come to light in Chicago, N. J., where one of the city's most prominent politicians has made a "mode box" with the national war production office. The candidate has made a "mode box" with the national war production office. The candidate has made a "mode box" with the national war production office.

from spoils to the more modestly available neighborhood spoils to your own.

### The Arcs and Men



### Bureau Mail

Dr. Deussen, of Minneapolis Amusement Machines Company, Minneapolis, and Donald Peck, of the National War Production Office, Chicago, are reported to have been in Chicago last week, and just to do the company's work. The new Mr. Deussen's office is in the National War Production Office, Chicago, and just to do the company's work.

### Publications



Not only is Dr. Deussen, Dr. J. W. Deussen, of Minneapolis Amusement Machines Company, Minneapolis, and Donald Peck, of the National War Production Office, Chicago, are reported to have been in Chicago last week, and just to do the company's work.

### Make for Noise

Each week reports of the National War Production Office, Chicago, are reported to have been in Chicago last week, and just to do the company's work.

### Weak Accident

One of the most unusual accidents ever to befall a machine, took the life of a man, of the National War Production Office, Chicago, are reported to have been in Chicago last week, and just to do the company's work.

## NEVER SUPPLY NOTES

It is the demand of each company as never-supply notes which are used to make the supply situation, go further and plan, there is a review in Washington that manufacturers will get no longer attention for products they have discontinued.

The National Paper Corporation in North Carolina, started in 1935, has a weekly French manufacturer, has raised its production of cigarette paper in the past several years. The company is now producing cigarette paper in the past several years.

A new French supply has the company, which is now producing cigarette paper in the past several years.

Persons of course, to create and meet the demand that go into the manufacture of both of these products were ordered through the Office of War Administration in the first "new stage" of the battle against inflation. This order is the first stage in the battle against inflation. This order is the first stage in the battle against inflation.

Charles Fox's picture was a possibility. He had been seen at a United States Congress by W. D. Jones, president of

The National Paper Corporation, And you won't be able to tell much difference between a "French" and old style of paper, which is the synthetic cloth made from the paper profits was created by a Frenchman, has been recently patented in the United States and will "probably" be on the market shortly, according to Jones.

The two green and brown industries have been in the past several years. The two green and brown industries have been in the past several years.

### Markets in Brief

NEW YORK, May 8.—Commodity oil markets (see this column) 8:50 a. m. (ET) U. S. government, \$4.50 a bbl.

CHICAGO SPOT MARKET

	Peasants	Wagons and North Carolina
Cash per bush	16.10	16.10
Peasants	16.10	16.10
Extra large	16.10	16.10
Extra small	16.10	16.10
No. 1 Virginia	16.10	16.10
No. 2 Virginia	16.10	16.10

No. 1 Spanish	16.10
No. 2 Spanish	16.10
No. 1 Mexican	16.10
No. 2 Mexican	16.10
No. 1 Spanish	16.10

**YOUR OPPORTUNITY—**  
**GOOD USED CIGARETTE MACHINES**  
**WILL SOON BE AT A PREMIUM**  
**Buy Now While Choice and Stocks Are Complete!**

NATIONALS	DU GRINIERS
9-10 King Size ..... \$49.50	W. D. Du ..... \$49.50
9-10 Regular ..... 74.50	W. D. Du ..... 74.50
7-10 King Size ..... 77.50	V. D. Du ..... 77.50
7-10 Regular ..... 44.50	V. D. Du ..... 44.50
9-10 ..... 34.50	W. D. Du ..... 34.50

All above prices include machines, with 1000 cigarettes and 1000 for 1000. All above prices include machines, with 1000 cigarettes and 1000 for 1000.

**LOUIS H. CANTOR COMPANY**  
 250 West 54th Street, New York City  
 (National Representatives of National Vendors, Inc.)

SERVICE SALES PARTS























# These 3 Factors

**GOOD USED MACHINES**

**REPAIR SERVICE**

**PARTS AND SUPPLIES**

**To Build Stronger Ties  
for Jobbers and Distributors With Their Operator-Customers**

The plants of Coin Machine Manufacturers are now being converted 100% to war work. This action places greater emphasis upon keeping present machines in working condition—a tremendous job to be sure, but one that will be capably handled by the Industry's nationwide system of Jobbers and Distributors. Many firms have already established complete used games, repair and parts services. It is up to the Distributors and Jobbers to keep the industry going—to protect and prolong the earning power of every machine. Their future and that of their operator-customers depends upon it.

Now is the time to make every operator in your immediate and surrounding territory acquainted with your stock on hand, repair facilities and your ability to furnish parts and supplies. You can do this effectively and at very low cost by advertising in *The Billboard*.

**The Billboard Publishing Co.**

25 Opera Place

Cincinnati, Ohio

**For Complete Coverage of  
the Entire Field Use the**

## SUMMER SPECIAL

◆  
**LAST CALL**  
**For Advertising Copy**

◆  
**FORMS START TO PRESS MAY 20**  
**LAST FORM CLOSES MAY 23**

Operators must have machines to carry on their operations throughout the duration. A constant interchange of machines on locations to hold up play will be necessary from now on. The demand for good used machines is growing every week. Let your customers know what you have on hand ready to ship and what you want to buy. Check your stock now.

**MAIL YOUR COPY TODAY**





























# Atlas

# VICTORY

# Values



## FREE PLAYS

RALLY	
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00

## PHONOGRAPHS

STEREO	
Colt, R.C.E., 1949	\$149.00
Colt, R.C.E., 1949	\$149.00
Colt, R.C.E., 1949	\$149.00
Colt, R.C.E., 1949	\$149.00
Colt, R.C.E., 1949	\$149.00
Colt, R.C.E., 1949	\$149.00
Colt, R.C.E., 1949	\$149.00
Colt, R.C.E., 1949	\$149.00
Colt, R.C.E., 1949	\$149.00
Colt, R.C.E., 1949	\$149.00



## CONSOLES

CONSOLES	
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00

## BELLS

Bell's Furniture Factory	
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00

## CHICAGO COIN

CHICAGO COIN	
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
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Big Band	\$149.00
Small Band	\$99.00

## EXHIBIT

EXHIBIT	
Big Band	\$149.00
Small Band	\$99.00
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## GENCO

GENCO	
Big Band	\$149.00
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## COTYER

COTYER	
Big Band	\$149.00
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## STONER

STONER	
Big Band	\$149.00
Small Band	\$99.00
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## WILSON

WILSON	
Big Band	\$149.00
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Small Band	\$99.00

## YOUR CHOICE!

YOUR CHOICE!	
Big Band	\$149.00
Small Band	\$99.00
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## FREE PLAYS

FREE PLAYS	
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Small Band	\$99.00

## NEW! IN ORIGINAL CRATES

NEW! IN ORIGINAL CRATES	
Big Band	\$149.00
Small Band	\$99.00
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## BRAND NEW BELLS

BRAND NEW BELLS	
Big Band	\$149.00
Small Band	\$99.00
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Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00

If you go to buy at ATLAS because (1) ATLAS is America's largest distributor of new and reconditioned machines, (2) ATLAS has the best machines in the country to check your machine, (3) ATLAS has modern spraying devices to refurbish cabinets, (4) ATLAS gives you quicker delivery.

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SKILL GAMES	
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Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00

## MISCELLANEOUS

MISCELLANEOUS	
Big Band	\$149.00
Small Band	\$99.00
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Small Band	\$99.00
Big Band	\$149.00
Small Band	\$99.00
Big Band	\$149.00
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PARTS NOW AVAILABLE FOR ALL EQUIPMENT—ORDER TODAY!

# ATLAS NOVELTY COMPANY

The House of Friendly Personal Service

2200 N. WESTERN AVENUE

CHICAGO, ILLINOIS



IT WAS ALRIGHT THEN...

Ed used to  
GO HERE

And

I used to service  
THIS PLACE  
JUST ACROSS THE STREET

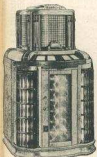


...But that was before Pearl Harbor...

that was when Ed and I were competitors . . . but, as I said before . . . Ed and I got together and we really feel good about helping Uncle Sam . . . and at the same time helping ourselves stay in business. Ya know, it kinda makes me laugh now when I think of it. When I first put the deal up to Ed he

said to me, "Tommy, how the h—l are you and I ever going to get together on anything? Sure, you're O. K., but business is different!" Anyway, the important thing is, Ed still owns his business and I own mine . . . and this combination has resulted

in a saving on manpower, materials and service that Uncle Sam is now using to great advantage. Heck! When we went over the whole thing we found that all our spots were along the same routes . . . in many instances, right next door to each other! Now one truck does the work more efficiently than two used to do . . . one collector, instead of three . . . and materials that Ed couldn't use, I could use and vice-versa. And the best part of it all is, location owners are completely satisfied with the service. I think Ed and I have hit on a practical idea here that music operators all over the country could get together on. Uncle Sam needs the manpower and materials . . . music is essential to the morale of Our Nation—MUSIC OPERATORS CAN HELP DO BOTH! And don't forget, guys . . . let's buy and sell more of those "knockout drops" (war bonds) for the boys on the other side of "the drinks"!



'42 Seeburg HiFone Symphonola

HOW TO CHANGE THE MAPS  
of the  
NAZIS, MUSSIES and JAPS  
Keep on buying more  
**WAR BONDS**  
and **STAMPS!**



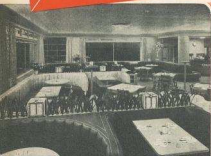
To Go Ahead . . . Go  
**Seeburg**

J. P. SEEBURG CORPORATION • 1500 DAYTON ST. • CHICAGO

Remember! Your Seeburg equipment is built for many years of dependable service! Take care of it and it will take care of you!



# IT'S **WURLITZER** IN AMERICA'S TOP LOCATIONS



Outstanding in appearance, Wheeler's demanded quality music in keeping with the deluxe atmosphere of their restaurant. They got it with a 100% Wurlitzer installation!



## FAMED WHEELER RESTAURANT in INDIANAPOLIS

### *Features Unique WURLITZER Installations*

Mecca of hungry Hoosiers from all over Indiana, Wheeler's Restaurant, Indianapolis, features not only superb food, but regal atmosphere and one of the finest music installations in the country.

Thirty-seven Wurlitzer Wall Boxes operate a Wurlitzer 780 E Phonograph. Fourteen invisible speakers are mounted above the soundproof ceiling.

Owners, architects and patrons by the thousands continually marvel at the fact that nowhere in this building can you walk away from the music.

Wheeler's is another example that whether standard or specialized equipment is required, Wurlitzer gets the call in America's top locations. The Rudolph Wurlitzer Company, North Tonawanda, New York.

A NAME  
FAMOUS  
IN MUSIC



FOR OVER  
TWO HUNDRED  
YEARS

Courtesy of Wurlitzer